



Property Investors - What And Where To Invest in Preston 2021



Serving Preston Landlords & Property Investors **since 1984**

2021/2022 offers **one of the best opportunities ever** for landlords looking to buy or expand their portfolios in and around Preston.



Cheap borrowing



Low asking prices



**Record Preston
rental growth**



**The perfect time to invest in
buy-to-let property in Preston**

Cheap borrowing coupled with low asking prices (not for long they've already jumped over 10% this year!!), record rental growth of up to 20% on some house types in the last 12 months and over £1billion pounds worth of investment flooding into the City makes it one of the top 3 property investment locations in the UK.

But before you take the plunge and invest in the North West's 3rd City make sure to do your homework and speak to an expert with knowledge of the local rental market.

Did you know:

Preston is officially one
of the top 3 property
investment locations in
the UK?



What should you be buying?

Terraced Houses

After a sharp downturn in demand several years ago due to the market being saturated with poor quality stock, the terrace market has bounced back (in certain areas) with demand for quality properties outstripping supply, this is thanks in part to a record number of young professionals opting for houses over City centre apartments.

Best areas to invest:

- Broadgate
- Fulwood
- Ashton



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What should you be buying?

Houses

By far the biggest demand currently across the whole of the PR postcodes is for 3 bedroom semi-detached family homes close to schools and amenities. Demand for this property type currently outstrips supply significantly and rents have risen by over 20% in the last 12 months!!!

Best areas to invest:

- Fulwood
- Cottam
- Broughton
- Ashton
- Penwortham
- Walton Le Dale
- Bamber Bridge



Easthams&Co



What should you be buying?

Bungalows

Bungalows are also performing extremely well but due to a shortage in supply its becoming increasingly difficult to buy them at a price that allows for a decent yield, if you do find one that works snap it up as we expect bungalows to see the strongest capital growth of any property type over the next 5-10 years.

Best areas to invest:

- Ashton
- Fulwood
- Penwortham
- Walton le Dale
- Bamber Bridge
- Leyland



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What should you be buying?

Apartments

Apartments in the City centre are performing well, fully furnished is a must and 1 beds are edging 2 beds in terms of demand, parking if you can get it also makes a huge difference to demand. Thanks to the City living boom in Preston there are lots of new apartment schemes in the pipeline, so personally I would look for schemes with differentiators such as gyms, residents lounges, shops, balconies and roof gardens which although though now commonplace in the bigger cities are rare in Preston and will all help increase demand for your apartment.

Best areas to invest:

- City Centre (Winckley Square) & surrounding streets
- Markets Quarter
- The Docks (Popular with corporates such as BAE)
- Fulwood (Excellent for Hospital staff)



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What and Where Is Most In Demand?

Property Type

1. Semi Detached 3 Bedroom Houses - Near Schools & Amenities
2. 1 Bed Apartments – Fully Furnished & Ideally With Parking
3. Bungalows

Location

- **Houses** – Literally anywhere!!! But Fulwood, Penwortham, Ashton, Cottam, Bamber Bridge, Walton Le Dale are in very high demand
- **Apartments** – City Centre, Fulwood, The Docks

Furnished or Unfurnished

- **Houses** – Unfurnished is best unless near the Hospital/ Fulwood Business Park or The Docks, where there is a large demand for furnished stock from corporate clients.
- **Apartments** – Fully furnished always let quicker than unfurnished with over 98% of local searches being for furnished apartments



Easthams&Co

Who are Easthams & Co?

Preston's leading & most awarded letting agent

Established in 1984 Easthams & Co are the longest established Residential Letting and Management company in Lancashire, specialising in corporate and professional lets and letting over 50% more properties than any other agent across the PR postcode area.

Completely impartial landlord advice

Easthams & Co aren't Estate Agents and have no sales arm, so we can offer completely impartial advice to our landlords on what and where to buy for the best returns and will accompany landlords on viewings to advise on potential rental returns and what improvements need to be done to maximise appeal to tenants.

A range of services suitable for landlords of all experience levels

Easthams & Co also offer a hands free sourcing service and carry out all refurbishment work using our preferred contractors from start to finish.

Multi award-winning



We've helped thousands of landlords fill their properties with high quality tenants.

[Click here to read our latest reviews.](#)

Located in Preston
and founded in 1984
on the core values of
Honesty, Reliability
and Continuous
Improvement which we
still honour today.



Why Choose Easthams & Co?

Our awards speak for themselves...



Our stats do too...



99%

Positive occupancy rates



32%

More properties let out than any other local agent!



99.9%

Rents collected on time



41%

Faster at letting properties than any other local agent



78%

Properties let within 14 days



98%

More detail views per listing than any other agent



81%

New business by referrals



155%

More email leads per listing than any other local agent



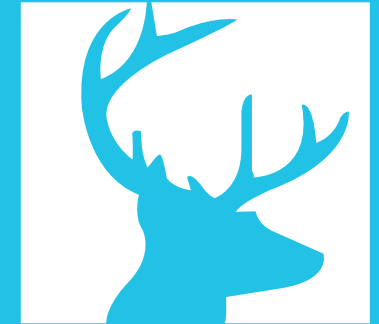
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(Rightmove 2020/2021)

Get in touch

We'd love to hear from you

To discuss how Easthams & Co can help you maximise the returns on your portfolio or for advice on your next investment please get in touch today.



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